

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (previously presented): A program guiding apparatus comprising:
  - a storing device for storing program information including a category to which a program belongs;
  - a display priority setting device for setting a display priority level for displaying a program cell corresponding to said category;
  - a display mode setting device for setting a display mode for displaying said program cell corresponding to said category;
  - a generating device for generating a program guide in which a plurality of program cells are arranged two-dimensionally based on said display priority level, said display mode, and said program information;
  - a displaying device for displaying said generated program guide on a two-dimensional screen;
  - an accepting device for accepting a designation of an area including at least two of said program cells on said displayed program guide; and
  - a collecting device for collecting statistics on a predetermined program attribute for at least one program corresponding to at least one of said program cells included in said designated area,

wherein said a displaying device displays said designated predetermined area and said statistics.

2. (canceled).

3. (canceled).

4. (canceled).

5. (canceled).

6. (canceled).

7. (previously presented): The program guiding apparatus according to claim 1, further comprising:

a search device for searching for an area in which a predetermined program attribute satisfies a predetermined condition, in said program guide, and indicating said searched area in said program guide.

8. (previously presented): The program guiding apparatus according to claim 7, wherein:

said accepting device accepts a direction to move said searched area, and

said search device searches for another area in which said predetermined program attribute satisfies said predetermined condition, other than said previously searched area, every time said search device accepts said direction to move the area.

9. (previously presented): The program guiding apparatus according to claim 1, wherein said display priority level is automatically set based on a viewing history by a user.

10. (original): The program guiding apparatus according to claim 1, wherein said display priority level is set by a user.

11. (original): The program guiding apparatus according to claim 1, wherein said display mode includes a shape, a pattern, or a color of a program cell, or combinations thereof.

12. (original): The program guiding apparatus according to claim 1, wherein there are a plurality of categories, and wherein further said display priority level and said display mode are set for each of said plurality of categories to display program cells corresponding to said each of said plurality of categories.

13. (previously presented): A program guiding method, comprising:  
storing program information including a category to which a program belongs;  
setting a display priority level for displaying a program cell corresponding to said category;  
setting a display mode for displaying said program cell corresponding to said category;  
generating a program guide in which a plurality of program cells are arranged two-dimensionally based on said display priority level, said display mode, and said program information;

displaying said generated program guide on a two-dimensional screen;  
accepting a designation of an area including at least two of said program cells on said displayed program guide; and  
collecting statistics on a predetermined program attribute for at least one program corresponding to at least one of said program cells included in said designated area,  
wherein said a displaying device displays said designated predetermined area and said statistics.

14. (previously presented): A program guiding apparatus comprising:  
a storing device for storing program information including a category to which a program belongs;  
a display priority setting device for setting a display priority level for displaying a program cell corresponding to said category;  
a display mode setting device for setting a display mode for displaying said program cell corresponding to said category;  
a generating device for generating a program guide in which a plurality of program cells are arranged two-dimensionally based on said display priority level, said display mode, and said program information;  
a displaying device for displaying said generated program guide on a two-dimensional screen;

an accepting device for accepting a selection of one program cell of said plurality of program cells arranged on said displayed program guide and for accepting a designation of an area including at least two program cells of said program cells on said displayed program guide,

wherein said generating device generates an information display screen based on a mode related to said display mode for displaying said selected program cell;

a collecting device for collecting statistics on a predetermined program attribute for at least one program corresponding to at least one of said program cells included in said designated area,

wherein said a displaying device displays said information display screen, said designated predetermined area, and said statistics.

15. (previously presented): A program guide apparatus, comprising:

a memory that stores a first category corresponding to a first program and a second category corresponding to a second program; and

a control circuit that generates a program guide containing a first program cell corresponding to the first program and a second program cell corresponding to the second program,

wherein the control circuit assigns the first category with a first priority and assigns the second category with a second priority based on a preference of a user; and

a display that simultaneously displays the first program cell and the second program cell in the program guide, that the displays a first visual indication that indicates that the first

program cell is assigned to the first priority, and that the displays a second visual indication that indicates that the second program cell is assigned to the second priority.

16. (previously presented): The program guide apparatus as claimed in claim 15, wherein said control circuit determines said preference of the user based on a program viewing history of the user.

17. (previously presented): The program guide apparatus as claimed in claim 15, wherein said control circuit determines said preference of the user based on a user input that associates the first category with the first priority and associates the second category with the second priority.

18. (previously presented): The program guide apparatus according to claim 15, wherein said first visual indication comprises displaying the first program cell with a first shape and the second visual indication comprises displaying the second program cell with a second shape.

19. (previously presented): The program guide apparatus according to claim 15, wherein said first visual indication comprises displaying the first program cell with a first color and the second visual indication comprises displaying the second program cell with a second color.

20. (previously presented): The program guide apparatus according to claim 15, wherein said first visual indication comprises displaying the first program cell with a first pattern and the second visual indication comprises displaying the second program cell with a second pattern.

21. (previously presented): The program guide apparatus according to claim 15, wherein said first visual indication comprises displaying the first program cell with at least one of a first shape, a first color, and a first pattern and the second visual indication comprises displaying the second program cell with at least one of a second shape, a second color, and a second pattern.

22. (new): The program guiding apparatus according to claim 1, wherein said display priority level is automatically set based on a recording history by a user.

23. (new): The program guide apparatus as claimed in claim 15, wherein said control circuit determines said preference of the user based on a program recording history of the user.